

AMENDMENTS TO THE CLAIMS

Claims 1-3, 9, 10, and 16-21 are amended.

Claims 23-27 are added.

Claims 1-3, 5-21, and 23-27 are pending in the application and are listed as follows:

1. (Currently Amended) A method comprising:

automatically determining when an internet browser of a network device on a network has requested access to a rich media presentation;

10 detecting one or more attributes relating to rich media presentation capabilities of one or both of the internet browser and the network device; ~~the one or more attributes including at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute; and~~

15 selecting an appropriate rich media presentation to be sent to the internet browser from among a plurality of rich media presentations based on the detected one or more attributes, the rich media presentation including a media package and a virtual player configured to play the media package; and

~~causing the selected rich media presentation to be sent to the internet browser.~~

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2. (Currently Amended) The method of Claim 1 ~~24~~, wherein detecting the one or more attributes comprises detecting two or more attributes from: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a

monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute.

3. (Currently Amended) The method of Claim 2 23, further comprising
5 determining when one or both of the internet browser and the network device supports playing the rich media presentation; configuring the rich media presentation based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, causing a supported presentation to be sent to the internet browser.

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4. (Canceled)

5. (Previously Presented) The method of Claim 3, further comprising
allowing a client to modify one or more characteristics associated with the rich media
15 presentation.

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6. (Previously Presented) The method of Claim 5, wherein causing the selected rich media presentation to be sent to the network device comprises utilizing an ad serving engine.

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7. (Previously Presented) The method of Claim 5, wherein causing the selected rich media presentation to be sent to the network device comprises using an email serving engine.

8. (Previously Presented) The method of Claim 5, further comprising causing an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

5 9. (Currently Amended) The method of Claim 5, wherein selecting the appropriate rich media presentation comprises:

selecting a the virtual player configured for the network device;

selecting a presentation package configured for the network device; and

selecting a the media package for the network device.

10 10. (Currently Amended) One or more computer readable media comprising instructions that are executable to:

automatically determine when a rich media presentation is accessed by an internet browser on a network device when the network device is coupled to a network;

15 detect one or more attributes relating to rich media presentation capabilities of one or both of the internet browser and the network device, ~~the one or more attributes including at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute; and~~

20 cause the rich media presentation to be sent to the internet browser, the rich media presentation including a media package and a virtual player configured to play the media package.

11. (Previously Presented) The one or more computer readable media of Claim 10, further comprising instructions that are executable to determine when one or both of the internet browser and the network device supports playing the rich media presentation; configure the rich media presentation based on the detected attributes when
5 a determination is made that playing of the rich media presentation is supported; otherwise, cause a supported rich media presentation to be sent to the internet browser.

12. (Previously Presented) The one or more computer readable media of Claim 11, wherein the rich media presentation is configured to be presented within a
10 banner ad that is selectable to cause an action to be performed.

13. (Previously Presented) The one or more computer readable media of Claim 12, wherein the instructions cause an ad serving engine to send the rich media presentation.
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14. (Previously Presented) The one or more computer readable media of Claim 12, wherein the instructions cause an email serving engine to send the rich media presentation.

20 15. (Previously Presented) The one or more computer readable media of Claim 12, further comprising instructions that are executable to cause an image to be delivered to the network device for display on the network device at a location relating to the rich media presentation.

16. (Currently Amended) A system ~~for providing a rich media presentation to a network device over a network~~, comprising:

a processor operable to execute instructions to implement a rich media presentation application ~~to perform actions, comprising configured to:~~

5 automatically ~~determining~~ determine when the rich media presentation is accessed by an internet browser on a the network device;

~~detecting~~ detect one or more attributes relating to rich media presentation capabilities relating to one or both of the internet browser and the network device, ~~the one or more attributes including at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a~~
10 ~~language attribute; a bandwidth attribute or a protocol attribute; and~~

~~selecting~~ select an appropriate rich media presentation to be provided to the internet browser from among a plurality of rich media presentations based on the detected one or more attributes, the rich media presentation including a media package and a
15 virtual player configured to play the media packages; and

~~causing the selected rich media presentation to be sent to the internet browser.~~

17. (Currently Amended) The system of Claim 46 27, wherein the rich media presentation application ~~further comprises determining~~ is further configured to determine
20 when one or both of the internet browser and the network device supports playing the rich media presentation; ~~configuring~~ configure the rich media presentation based on the detected attributes when a determination is made that playing of the rich media

presentation is supported; otherwise, ~~causing~~ cause a supported presentation to be sent to the internet browser.

18. (Currently Amended) The system of Claim ~~47~~ 26, wherein the rich media
5 presentation is configured to be presented within a banner ad that is selectable by the network device to cause an action to be performed.

19. (Currently Amended) The system of Claim ~~47~~ 26, wherein ~~causing~~ the rich media presentation is caused to be sent to the internet browser ~~comprises~~ utilizing an
10 ad serving engine.

20. (Currently Amended) The system of Claim ~~47~~ 26, wherein ~~causing~~ the rich media presentation is caused to be sent to the internet browser comprises using an email serving engine.

15 21. (Currently Amended) The system of Claim ~~47~~ 26, ~~further comprising~~ causing wherein the rich media presentation application is further configured to cause an image to be delivered to the internet browser, the image being configured to be displayed within the internet browser at a location relating to the rich media presentation.

20 22. (Canceled)

23. (New) The method of Claim 1, further comprising causing the selected rich media presentation to be sent to the internet browser.

24. (New) The method of Claim 23, wherein the one or more attributes
5 comprise at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute.

25. (New) The one or more computer readable media of Claim 10, wherein
10 the one or more attributes comprise at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute.

26. (New) The system of Claim 16, wherein the rich media presentation
15 application is further configured to cause the selected rich media presentation to be sent to the internet browser.

27. (New) The system of Claim 26, wherein the one or more attributes
comprise at least one of: an operating system type attribute, a plug-in attribute; a browser
20 type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute or a protocol attribute.